

REMARKS

Claims 12-93 will be pending in this application after the Examiner enters the forgoing amendment.

In the specification, the amendments at pages 5 et seq. correspond to amendments made in a prior allowed Application.

In overview, the claimed subject matter is supported by (but not limited to) the system disclosed in Fig. 1A, showing computer 230, Fig. 7B, showing store 1000, and Fig. 18. The specification: "A computer 230 within network 115 stores electronic coupons and distributes the stored coupons to homes . . . a computer in home 160 receives a coupon signal from computer 230 via networks 115, 130, and 135." page 6, lines 1-6. "A customer, such as customer 29, receives the electronic coupon . . . and writes the coupon onto her customer card 190 . . . The customer then brings her respective coupon to a store 1000." page 13, line 20 - page 14, line 3.

Although the claimed subject matter is supported by the disclosed cards, such as card 190, the invention as defined in the independent claims, for example, is not limited to cards. For example, the independent claims might cover systems or methods in which customers receive coupons onto non-card portable computing devices.

The recited "signal corresponding to a product" is supported by (but is not limited to) data packet 3002 shown in Fig. 3A, including coupon data 3030; or text field 5020 shown in Fig. 5 and described on page 10, lines 18-19; or the binary format of the coupon information shown in Fig. 15A and described on page 22, lines 2-6. Of course, these recited "signal corresponding to the product" are not so limited. For example, this signal may be a number such as the U.P.C. coupon code, as described in the U.P.C. Coupon Code promulgated by the Uniform Code

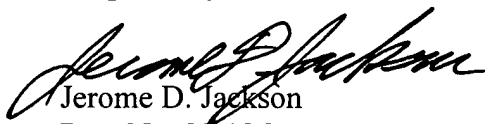
Council, Inc., Dayton, Ohio.

Regarding some of the dependent claims, "determining a price for the product depending on whether . . ." is supported by (but is not limited to) step 9035 shown in Fig. 9 and described in more detail elsewhere in the application. This recited "determining a price for the product depending on whether . . ." is not so limited, however, and may encompass a system that supports the U.P.C. coupon-product(s) correspondence scheme promulgated by the Uniform Code Council, cited *infra*.

Applicant submits that the forgoing amendment places the application in better condition for examination. Applicant respectfully requests that the forgoing amendment be entered before the examination of this application.

Enclosed is check for \$1,836 to cover 9 extra independent claims in excess of 3 (\$720.00) and 63 extra total claims in excess of 20 (\$1,134.00). If there are any other fees required for entry of this amendment, or for any other reason, please charge such fees to the undersigned attorney's Deposit Account No. 10-0077.

Respectfully submitted,


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